

MILANO MONZA MOTOR SHOW MOVES TO MILAN

A SPREAD OUT EXHIBITION IN THE SQUARES OF THE CITY AND A SHOWCASE IN PIAZZA DUOMO

Milan, 28 July 2020

The autumn edition of Milano Monza Open-Air Motor Show moves to Milan from 29th October to 1st November 2020.

It will be an open-air show, free for the public and spread over more than 40 squares and streets of Milan, of which Piazza Duomo will be its deluxe focus, the showcase of the entire event: around the Duomo will be exposed the national previews and the representative cars of the car manufacturers, one for each brand.

Also, again in Piazza Duomo, the Presidents of the brands, at the wheel of each brand's new model, will star in the emotional video clip that will portray the dynamic soul of this new format.

The squares and streets of Milan will become the headquarters of the automobiles manufacturers who will display their new products on identical, open and illuminated platforms, giving the public the opportunity to get to know and see the models currently on the market, with particular attention to eco friendly engines.

Models that the public will be able to test on the road, upon reservation on a dedicated portal, in the other common area of the event that will be at Castello Sforzesco: the test drives of plug-in electric and hybrid cars will be in Piazza Castello, while those of full hybrid, mild hybrid and other engines will be in Piazza Sempione.

Andrea Levy, president of Milano Monza Open-Air Motor Show, says: *"The current situation has led us to an evolution of the format of our event, which, by becoming widespread over a wide area like Milan, avoids the risks of a gathering and gives the city and the entire automotive system the opportunity to start again, with all the required precautions. The automobiles manufacturers will thus have the opportunity to show the public the new models and have them tried out on test drives. The Autodromo di Monza will be the temple of passion, where brands with a racing soul, collectors and clubs will meet, and will have fun driving around the Formula 1 circuit and the High Speed Ring".*

An important opportunity that combines the desire to be back in the game of the Italian automotive system and the city of Milan, as commented by Roberta Guaineri, Councilor of Tourism, Sport and Quality of Life of the City of Milan: "Milan welcomes this show with enthusiasm, a widespread window in many areas of the city to showcase the best of international motor production, with special attention to the sustainable and ecological models. An event that, I am sure, will contribute to relaunch our beautiful city into the world, after months of constrained stop due to the sanitary emergency".

The concept of Milano Monza Open-Air Motor Show has been shaped to meet the desire to restart the automotive sector, taking the necessary precautions in this period: so the platforms will all have a QR code with the model information provided by the brands, so as to avoid queues for information requests, and there will be routes with barriers to separate entrances and exits from the installations.

A map of the event will be uploaded on the website www.milanomonza.com, so that the public can orient themselves and plan their favourite routes. In addition, the site will also provide information on how to book test drives in the city for all engines, with particular attention to electric, plug-in and hybrid models.

There will also be space for the heritage and passion of collectors who will be able to display their models, enriching the futuristic location with prestigious classic cars, supercars, icons that have made the history of world motoring.

The Autodromo di Monza will open from Thursday 29th October to Sunday 1st November, to welcome the track day activities of car manufacturers and clubs as well as the parades of enthusiasts who will want to have the suggestive experience of driving on the two elevated tracks of the High Speed Ring.

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